

REMARKS

This application is believed to be in condition for allowance at the time of the next Official Action.

The previous Official Action rejected all pending claims under 35 USC §103(a) as being unpatentable over CLAESSENS in view of CARLES. Applicant has canceled the previously pending claims and replaced them with new claims 7-26. Among other features, new independent claim 7 recites that the data collected based on the behavior of the respondents represents both time during which the respondent directed his attention to a specific attention area, as well as a number of times that the respondent fixed his gaze at the specific attention area.

The known prior art, including the references already of record in the present application, makes no teaching or suggestion of recording the number of times a respondent looks at a certain part of stimuli, such as an advertisement. Instead, the prior art only describes the recording of accumulated time during which the attention of a respondent is directed to a particular element of the stimuli.

The applied CLAESSENS reference teaches determining whether for a specific stimulus a Partial Advertisement Contact (PAC) or a Complete Advertisement Contact (CAC) has been achieved by considering time criteria, e.g., between 60 and 1000 msec, as described on page 19, lines 1-28 of such reference. The

reference clearly lacks any disclosure of recording the number of times a respondent looks at a particular stimulus.

Similarly, the applied secondary reference fails to teach the recording of the number of times a respondent looks at a particular stimulus.

Not only is there lacking any explicit disclosure of this characteristic of the present invention, there is similarly lacking any identifiable motivation to modify the disclosure of either applied reference to incorporate such feature.

In addition to claim 7 identified above, applicant has added new claims 8-21, each ultimately depending from claim 7. Applicant has also added new independent claim 22, from which claims 23-26 depend.

Each claim now in the application ultimately recites, either directly or by virtue of its dependence, the feature that the method includes not only determination of time during which the respondent has paid attention to various stimuli, but also the number of times each respondent has fixed his gaze on each element of the stimuli.

For all the reasons presented above, applicant believes that the present application is in condition for allowance and an early indication of the same is respectfully requested.

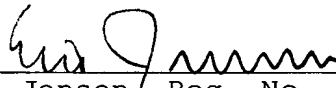
If the Examiner has any questions or requires further clarification of any of the above points, the Examiner may

contact the undersigned attorney so that this application may continue to be expeditiously advanced.

The Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 25-0120 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17.

Respectfully submitted,

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